15c

# TV Forecast

## Exclusive: Joe Louis Pre-Fight Interview!

See Page 34

NOVEMBER 25, 1950

You Draw the Line! See Page 6

# Now you get * 6 records..

*ONE A MONTH FOR 6 MONTHS AT NO EXTRA CHARGE

Plays through any radio, phonograph or television set

## when you buy this RCA VICTOR "45" RECORD CHANGER

## all for only $12.95

THE REGULAR PRICE OF THE CHANGER ALONE

**LOADS IN A FLASH... PLAYS UP TO 50 MINUTES AT ONE PUSH OF A BUTTON**

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**SOUNDS BETTER, PLAYS EASIER, COSTS LESS**

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# Letters to the Editor

Sir:

I wish to protest and complain vehemently regarding the (radio) commercial with the song "I want a Television Christmas" . . . I think it is utterly unfair and shocking. . . . It is a new low in commercials!

Niles, Mich. LOIS M. GOOD

Sir:

How about using your influence to get some women wrestlers on TV?

Dowagiac, Mich. MRS. LEO PETERS

Sir:

Just how long is "Goodnight Irene" going to be on that thing they call the "Hit Parade?"

Chicago, Ill. TERRY OLSEN

**Ed. Note: Our crystal ball sees it buried before too long.**

Sir:

Would like to see Imogene Coca do the Dance of the Seven Veils again.

Joliet, Ill. SUSAN MALTEI

Sir:

Rumor at our office is that Fred Allen and Ed Sullivan are brothers. We are in doubt.

Chicago, Ill. CAROL, ROSIE & JEAN

**Ed. Note: Someone has been fooling you.**

Sir:

Can you tell me what has happened to Bill Farrell?

Michigan City, Ind. MRS. HERBERT JACKSON

**Ed. Note: Bill travels quite a bit, playing hotels and club dates.**

Sir:

Like that new, bigger program type. Don't need my glasses anymore!

Chicago, Ill. MRS. M. J. JACKSON

Sir:

Love that new look!

Chicago, Ill. MRS. WM. KOCH

*(Continued on page 36)*


**TRADE NOW!**

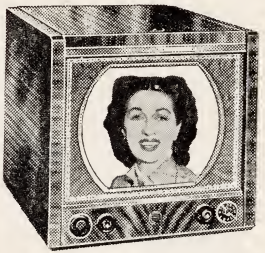
**ONLY PHILCO HAS IT . . .**

**1951 PHILCO BALANCED BEAM TELEVISION**

*First True-Focus Picture In Television History!*

**NO BLUR! NO SMEAR!**

New Heights of Viewing Enjoyment
Plus Super-Power for Fringe Areas



model 1604

**TELEVISION OWNERS**

Call and be advised of the **SENSATIONAL TRADE-IN ALLOWANCE** you will receive for your 7" or 10" Television Set on this beautiful **PHILCO BALANCED BEAM TV.**

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BUSINESS
**Norbert F. Dompke**

PRODUCTION
**John E. Groenings**

CIRCULATION
**Archie K. Fisher**

ASSOCIATE EDITOR
**Pat Cooper**

PROGRAM EDITOR
**Patricia E. Moran**

SPORTS EDITOR
**Ed Pazdur**

SPORTS PROMOTION
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FEATURES
**Jack Mabley**
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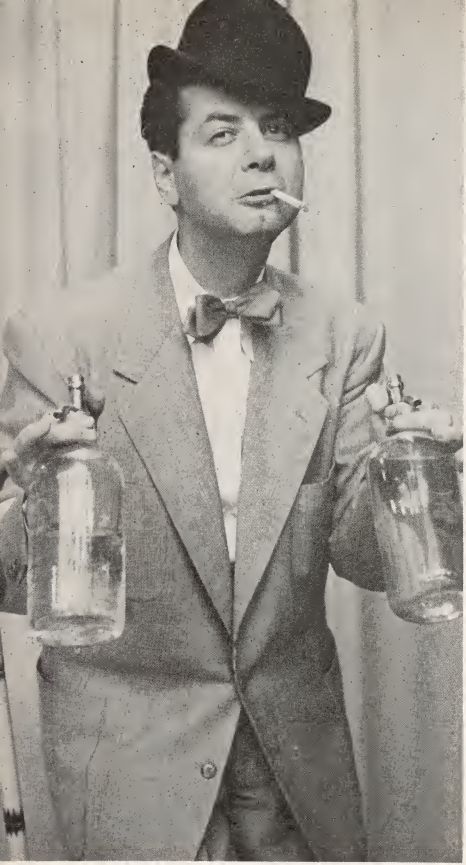

## ON THE COVER

Synonymous with the Plunging Neckline is Faye Emerson, WBKBuxom star who likes to be known as the First Lady of Television. Her channel 4 show is much discussed in family and cocktail circles, and never fails to be mentioned when the touchy subject of censorship and TV arises. See page 6.

## NEXT WEEK ● "The Romance of Hank Grant"

Or "I'm Superstitious About Weeks Having Fridays," a candid interview with Hank Grant, WBKB star of Goldblatt's "Let's Have Fun" telecast, Mondays thru Fridays. It's in next week's *TV Forecast* Magazine, on sale at leading newsstands. (Photo by Mike Shea.)

# CHANNEL ONE

DON AMECHE, now starring in Holiday Hotel, has lost more than 20 pounds since he entered television . . . "If it keeps up," he told us, "I'll weigh 13 pounds by next June!" . . . That was Earl Wrightson you saw walking down the streets of Akron, Ohio, last week. The ABCrooner visited Westminister Presbyterian church . . . . "When I was born," says Gracie Allen, "I was so surprised I couldn't talk for a year and a half." . . . Husband George's favorite name for her is "Googie." She calls him Nate.

CANTOR

*Eddie Cantor has enough awards and citations to wallpaper the average TV studio twice. Whenever he's approached on the subject of his benefit performances, the NBComic modestly says: "Service is the rent we pay for our room on earth. I'm only trying to be a good tenant."*

WGN-TV's Frankie Masters is now devoting full-time to television, after a highly successful two year engagement at the Stevens hotel here . . . According to Doc. Goldsmith of Dumont laboratories, independent TV stations will find it tough sledding to get color film if they want to use the recently approved mechanical system. Reason only 15% of the entire supply of film is color film . . . Nervous? Maggie Phelan never faces a TV camera without drinking a glass of water with a lump of sugar, a suggestion by her vocal coach . . . On Thanksgiving Day John Cameron Swayze inevitably says his ditty of pity to the poor turkey—"He's hit in the neck, loses his head, they break his legs, knock the stuffing out of him, cut him to the heart, and pick on him for weeks" . . . More than any other man in TV, Arthur Godfrey is the victim of rumors that he is dead. When the word is out that he's doing a guest shot with St. Peter, Godfrey spends most of the following day answering phone calls from old friends . . . Because Margaret Truman's appearance on the Ed Sullivan show was so popular, the March of Dimes is asking the President and his daughter to make an album of records . . .Eddie "Rochester" Anderson, star of the CBS Jack Benny program, recently designed his own roadster. It is now being built in Hollywood . . . If you're planning on a trip to the south, Bert Parks recommends Aunt Fanny's Cabin for her famous fried chicken. It's located 20 miles out of Atlanta, Bert's home town.

KEATON

*Buster Keaton was snapped at the Pump Room when he recently visited Chicago . . . The sober pose typical of the former film star, personified a TV star without a sponsor . . . Which brings up the question: who is the oldest living silent film star, and why isn't he deluged with offers?*

Watch for stories by Ben Hecht on your video screen, in the same style they are now using Maugham's . . . Tommy Bartlett's telecast of "Hi Ladies" on WGN-TV proved so popular, they had to add extra days. Now the fans write that they want to see his "Welcome Travelers" program on teevee.

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MEMBER AUDIT BUREAU OF CIRCULATIONS

# Fans Object to Plunging Neckline Contest

**See Cover**

*Since we have gotten our TV set, I'm beginning to think that there is some kind of contest running to see which woman can get her dress cut the lowest. This is one of the most horrible eyesores of television, and it corrupts the minds of teen-agers, the future citizens of America. Unless a stop is put to this, most television programs will lose their standard ratings.*

THE above letter, asking for a campaign against the plunging neckline derby and urging more modest clothes for women video stars was written by a high school sophomore, Miss Barbara Ryzek of Chicago.

It opens the controversy, just how far does one go in TV?

Probably the first person to be named as foremost violator is Faye Emerson currently seen on CBS, a theater, radio and motion picture actress who makes her residence in New York.

Miss Emerson, a product of Louisiana, became intensely interested in acting since her first year of high school. It was while she was playing the feminine lead in "Hotel Berlin" that she married the late President Roosevelt's son, Elliott. They have since divorced, and now Faye recently anounced on her evening television show that she is engaged to Skitch Henderson, band leader.

Miss Emerson's public is split on the subject of good taste in clothes. A number of loyal fan clubs think the charges hurled at her are baseless. Others, like Lucielle M. Lipinski of Chicago, feel that too many performers are "scantily dressed. Those taking part in TV programs should not be dressed to demoralize the people but instead be a benefit both morally and mentally."

Mrs. F. R. Kennelly looks at it this way—"if they don't have anything to put into those daring dresses, then they should not wear them." She also feels that performers are not aware that their manner of dress is disturbing to the public.

Pundit Jack Arnold, tongue-in-cheek writer, claims that "some of video's vamps can get out of those gowns without unhooking a blessed thing. They just have to take one quick step forward.

"Today all the gowns worn by our female stars aren't designed but engineered," Arnold says. "The neckline has gone that low."

Arnold agrees with Mrs. Kennelly. "There is one not-so-young lady who appears on my screen every week who has such a skinny shape that in a low cut dress she looks like a half-peeled banana."

What's Arnold's advice? "Well, my advice to the gals is to take a tuck in their shoulder straps before the censors step in and do it for them. And being a red-blooded American boy, I hereby offer my services."

*(This magazine believes good taste is necessary in all phases of television if we are to promote this great new medium for the benefit of the greatest number of persons, and urges moderation in dress drama, and commercialism. Columnist Jack Mabley also meets the issue in his article this week. See next page.)*

***Above: Wendy Barrie, Dinah Shore, Nancy Wright and Roberta Quinlan.***

# Dagmar Features a High Waist line

One of two things has happened. Television has been cleaned up, or I'm getting so used to dirt I don't recognize it any more.

I'm fairly certain it is the former —that TV quickly saw the trouble it was running into when it became even slightly blue, and threw a quick clampdown on off-color artists. In fact the worst breaks used to come from night club people who tossed in unrehearsed bits of vulgarity, so TV's problem was one of policing instead of changing policy.

Most of the complaints these days concern crime shows and bosoms. The horror shows are another topic which we won't go into. As far as plunging necklines go—and they do, don't they —we might as well get used to living with them, because as long as there's a TV tube, there'll be a low neckline to decorate it. (Maybe we'll even get, along with round tubes and rectangular tubes, a V-tube.)

*We heard there were a lot of complaints about the costumes worn by Dagmar on Jerry Lester's show, and bet most of them came from women. (Anyway, Dagmar doesn't wear low necklines. They are described as high waist lines).*

This is not an effort to defend deep cut gowns. (Don't dare). It's more a recognition of the fact that while television has been purifying itself morally, bosoms have become barer than ever. That's the way they will stay, apparently, on the theory that people are not being corrupted. Are they?

* * *

If you are picking up interference in your picture, you probably can find the blame in short wave, police, or amateur transmitters, oscillation from your set or some other TV receiver, pickup from the audio amplifier, diathermy equipment, FM stations, or electrical appliances.

*Filters, half-wave stubs, shielding the receiver, filters or shields for the offending device, adjusting the antenna, or a modification of the set may be necessary. (Been reading Radio-Electronics magazine).*

* * *

One of the most intriguing TV announcements that has come along recently is from Frankie Carle, who says he will teach all of us how to play the piano in 30 minutes.

Frankie is making 10 half-hour TV film shows called "Piano By Eye." Carle will play a piece to show how the viewer will be able to play 30 minutes later.

*No human being could teach me to play a piano in 30 months, not to mention 30 minutes. But maybe this machine can.*

**By JACK MABLEY**


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with the new ELECTRONIC
INTERFERENCE ABSORBER

Eliminates aggravating interference lines, wave patterns, flickering and those other annoying types of television interference. A beautifully clear picture is GUARANTEED.

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# *Added information*

**2:30 5 Bert Parks Show**
Guest: Betty McAllister

**3:00 5 Kate Smith Hour**
Guests: Jeanne Mitchell, concert violinist; Noonan and Marshall, comedy team; John Butler ballet dancers

**3:30 4 Vanity Fair**
Kate Greenaway designs shown by Beryl Tucker, Helen S. Hovey and Kay Reynold give views on economy of spending, students from foreign lands report their impressions

**5:00 5 Cactus Jim**
"Utah Kid" II Western feature film

**6:45 4 Perry Como Show**
Tunes: "Prisoner Of Love," "I'll Always Love You," "I Like You Just The Way You Are," and "She's A Lady"

**9 Talking With Toni**
Guests: stars of N. Y. City opera company in scene from current production

**7:30 4 Man Against Crime**
Mike Barnett visits the Netherlands and finds himself in Dutch with a band of counterfeiters when he buys a souvenir doll

**8:00 7 Pulitzer Prize Playhouse**
"The End Game" story of an army man who raises his two sons for the army, but one rebels

**9 Musi-Comedy Playhouse**
Lind Brothers in a variety show

**9:00 7 Penthouse Party**
Guests: Richard Rodgers, Bob Scheerer, and Anita Ellis

**11:00 9 "Irish And Proud Of It"—Film**

**12:15 4 Night Owl Movies**
Feature Film "Adventures Of Kitty O'Day" with Jean Parker and Peter Cookson


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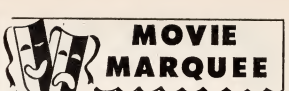


**SATURDAY**

**11:30** "Furious Phony"
**4:30** "Gangsters Of The Frontier"
**5:00** Feature Film*
**5:00** "Port Of Lost Dreams"
**5:30** "His Brother's Ghost"
**10:00** "Club Havana"
**10:30** Feature Film*
**10:30** "Racing Blood"
**11:00** "Westland Case"
**12:00** "Lure Of The Islands"

**SUNDAY**

**10:30** Feature Film*
**12:00** "Hollywood And Vine"
**12:00** Feature Film*
**1:00** "Atlantic Flight" and "Romance on the Rockies"
**1:30** Gene Autry—Western
**1:30** "Meet Simon Cherry"
**2:00** Hopalong Cassidy "Texas Masquerade"
**4:30** "Industry On Parade"
**5:00** Hopalong Cassidy
**6:00** Gene Autry Show "Hot Lead"
**7:00** Billy Carson Stories—Western
**8:00** Crusade In Europe
"Platform for Invasion"
**9:30** "Wide Open Faces"
**10:00** "Over The Moon"
**10:00** "The Young In Heart"
**10:00** "Young Dynamite"
**11:00** "Sinister Hands"

**MONDAY**

**1:00** "Town Went Wild"
**3:00** Feature Film*
**8:30** "Young And Willing"
**9:30** "Ware Case"
**11:00** "Delinquent Daughters"
**12:15** "Skyway"

**TUESDAY**

**1:00** "Why Girls Leave Home"
**3:00** "Beggars Holiday"
**7:00** Feature Film*
**8:00** "Three Strangers"
**10:00** "Merrily We Live"
**12:15** "Million Dollar Baby"

**WEDNESDAY**

**1:00** Gas House Kids"
**3:00** "The Big Bluff"
**7:00** First Nighter "Never Too Late To Mend"
**9:30** Feature Film*
**11:00** "Woman Alone"
**12:15** "Kentucky Carnival"

**THURSDAY**

**1:00** "Larceny In Her Heart"
**1:30** "Timber War"
**3:00** Feature Film*
**11:00** "Night Has Eyes"
**12:15** "Sweethearts Of The U.S.A."

**FRIDAY**

**1:00** "Dixie Jamboree"
**3:00** "Ticket To A Dance"
**10:00** "Black Raven"
**11:00** "Murder By Rope"
**12:15** "Jack Of Diamonds"

*Title to be announced
(For more detailed information please refer to regular program listings)

? ? ?

do you know...

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CITY CLUB BEER,
brewed Mellow-Dry, will strike your fancy.

CITY CLUB BEER,
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# Saturday

NOV. 25 — WBKB 4 — WNBQ 5 — WENR-TV 7 — WGN-TV 9

**10:00** 4 **Movies For Kids**
"Flash Gordon's Trip To Mars" and "The Black Coin"
7 **Saturday At The Bronx Zoo**
William Bridges discusses

**10:30** 7 **Acrobat Ranch**
Western circus show with Jack Stillwill in role of "Uncle Jim"

**11:00** 4 **Vitamix Commercial**
7 **Chester The Pup**
Comedy situations involving the Pup and his master Drizzlepuss

**11:15** 7 **Animal Clinic**
Dr. Wesley A. Young examines a horse and shows X-ray pictures of dog who has swallowed a rubber mouse

**11:30** 4 **Multiscope News—Ticker Tape**
7 **"Furious Phony" Feature Film**

**12:15** 5 **Football**
Princeton vs Dartmouth described by Bill Slater
7 **Football**
Penn U. vs Cornell described by Geo. Walsh & Jack Walsh

**12:35** 9 **Predictions And Interviews**

**12:50** 9 **Football**
Yale vs Harvard

**1:05** 4 **Today's Line Up**

**1:15** 4 **Football**
Kelly vs Lane Tech.

**3:15** 4 **Multiscope News—Ticker Tape**

**3:30** 9 **Post Game Show**
4 **Today's Winners**

**3:45** 4 **Win A Bond—Quiz**

**4:00** 4 **Hair Raising Tale**
7 **Shirley And Bedelia**
9 **Jimmy Dudley's Sports Page**

**4:15** 5 **Sports Commentary**
9 **Test Pattern**

**4:30** 4 **TV Billboard—Ticker Tape**
5 **Joe Di Maggio Show**
Sports information and guests
7 **"Gangsters Of The Frontier"**
Western Feature Film

**4:45** 5 **To be announced**

**5:00** 4 **"Port Of Lost Dreams" Feature**
Film with Bill Boyd and Lola Lane. Drama of the men who go down to the sea in ships and the women they leave behind
5 **Pet Shop**
Gail and Gay Compton present Bob Cavanaugh and his trained horse, a Bedlington terrier and five pups, and some flying squirrels
9 **Feature Film**

**5:30 4 Tony Kemp Show—Commercial**

**5 Film**

**7 "His Brother's Ghost" Western**
Feature film with Buster Crabbe

**6:00 4 Mr. I. Magination**
Johnny Stewart wishes for the good old days of show business so Paul Tripp takes him back to the 1900's to produce "old movies"

**5 Hank McCune Show—Comedy**

**6:30 4 At Home Show—Musical**
Earl Wrighton sings

**5 One Man's Family—Domestic**
Problems facing the Barbour household with Bert Lytell & Marjorie Gateson

**7 Stu Erwin Show—Comedy**

**9 Wrestling Film**

**6:45 4 Faye Emerson Show**

**7:00 4 Ken Murray Show—Variety**
Guests: George Copeland concert pianist, Dane Clark in mystery skit "Double I.O.U.," Francis Brunn Czech juggler, Darla Hood in a girl of the wk. theme "Mimi"

**5 Jack Carter Show—Variety**
Guest: Frann Warren, singer

**7 Paul Whiteman's TV Teen Club**
Talented youngsters perform

**7:30 9 Madison Square Garden**
Pan American Games—Pro Basketball

**8:00 4 Frank Sinatra Show—Musical**
Featuring Ben Blue comedian

**5 Your Show Of Shows—Variety**
Sid Caesar, Imogene Coca, Robert Merrill, Hamilton Dancers, with guest emcee Henry Morgan

**7 Robbins Nest—Musical Variety**

**8:15 7 Other Lands, Other People**

**8:30 7 Cameraman At Large—Film**

**8:45 7 Stranger Than Fiction—Film**

**9:00 4 Sing It Again—Musical Quiz**
Dan Seymour mc, with vocalists Alan Dale, Judy Lynn, and Bob Howard

**7 Roller Derby**
Joe Hasel and Ken Nydell narrate

**9:30 5 Your Hit Parade—Musical**
Snooky Lanson and Eileen Wilson sing the 7 top tunes of week

**10:00 4 "Club Havana" Feature Film**
Margaret Lindsey and Tom Neal in a story of murder, suicide, marriage, divorce against the background of Latin Amer. nightclub

**5 Party Time At The Club Roma**
Ben Alexander emcees festivities

**9 Wrestling**
Lone Eagle vs Dave Levin

**10:15 7 Top Views In Sports**
Jimmy Evans narrates

**10:30 5 "Theirs Is The Glory"—Film**
Documentary-story of the British 1st airborne divisions heroic stand at Arnheim during Sept. 1944. Filmed on the battlefield

**7 "Racing Blood"—Feature Film**
Frankie Darro and Kane Richmond

**11:00 9 "Westland Case" Feature Film**
Preston Foster and Carol Hughes in story of private eye breaking the case

**11:30 4 Murder Before Midnight—Film**

**12:00 4 "Lure Of The Islands" Feature**
Film with Robert Lowery and Gail Storm in a story of illegal South sea pearl divers

**1:30 4 Late War News—Ticker Tape**

**(Stations reserve the right to change above listings without notice)**

*See Page* **30**

PICK'N CHICK'N
A Full Half of CHICKEN Fried to a Golden Brown
• FRENCH FRIES • BUN • BIT OF HONEY
98¢
PROMPT
Delivery Service
NORTH 4040 Sheridan Road Graceland 7-1777
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A small Service Charge on all deliveries
• Bar-B-Q Ribs
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Complete FOUNTAIN & GRILL SERVICE

DELIVERY LIMITS (WE'LL STRETCH IT A BIT)

OPEN HOURS North: (Never Closed)
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Irving Park (N) Oak Park Av. (W)
12th Street (S) Western Av. (E)

Present this coupon to the delivery man and no service charge for the delivery will be made

Delivery every night except Monday

# Sunday

NOV. 26 — WBKB 4 — WNBQ 5 — WENR-TV 7 — WGN-TV 9

**10:30 9 Feature Film**

**11:30 4 Your Future Home**
Pictures and blue prints of homes awaiting your purchase

**11:45 9 To be announced**

**12:00 4 "Hollywood And Vine" Feature**
Film with James Ellison and Wanda McKay. Story of a puppy who becomes a movie star and unites the boy and the girl

**7 Bible Stories**
Kay Morrow narrates the tale

**9 Phantasy Playhouse—Film**

**12:25 7 Jack Holden**
Commercial commentary

**12:30 7 Amateur Hour**
Outstanding talent from Chicago area

**1:00 9 Double Feature Movies**
"Atlantic Flight" with Dick Merrill and Paula Stone; "Romance On The Rockies"

**1:30 4 "Meet Simon Cheery"—Feature**

**5 Front Line Camera**
Clifton Utley brings us up to date on the war news

**7 Gene Autry Show**
Western adventure film

**2:00 5 Battle Report—Washington**
John Steelman moderator

**7 Hopalong Cassidy**
"Texas Masquerade"

**2:30 4 Wedding Day**
Vin Gottschalk and Patricia Vance are host and hostess at ceremony

**5 Mrs. Roosevelt Meets The Public**
Discussion on current topics of day

**3:00 5 Meet The Press—Discussion**
Martha Rountree moderator introduces Francis Meyer (D-Penn)

**3:10 7 Gigi And Jock**
Puppet adventures for the children

**3:30 4 Meet Your Mate**
Psychological analysis of couple

**5 Western Film**

**3:40 7 TV Tots Time**
Entertainment in cartoons for kids

**4:00 4 Telecharades**
Ed Roberts emcees parlor game

**5 Gabby Hayes Show**
Story of Jessie Freemont and the California gold rush

**7 Super Circus**
Cliffy, Scampy, and Nick Francis bid you join the games and enjoy the acts of the big-top

*See Page* **30**

**4:00 9 Film Varieties**

**4:30 4 Peoples Platform—Discussion**
"Is The Communists Control Law Effective?" Sen. Paul H. Douglas, discusses

**5 Films**
"Industry On Parade"

**9 Women In The News**
Adelaide Hawley interviews ladies

**4:45 5 Tales Of Captain Brit**
Phillip Lord tells us about dennisons of the deep

**9 Film Varieties**

**5:00 4 Football**
Illinois vs Northwestern

**5 Hopalong Cassidy**
Bob Atcher tells a tale of Hoppy, Windy, and Lucky fighting for justice

**7 Cowboys And Injuns**
Demonstrations and tales of folklore

**9 Dress Up Quiz**
Holland Engle & George Bauer emcees

**5:30 7 Ruggles—Domestic Comedy**
Charles Ruggles and Ruth Tedrow star in domestic comedy sketches

**9 Chicagoland Newsreel Review**

**6:00 4 Gene Autry Show—Western**
"Hot Lead"

**5 Zoo Parade**
Marlin Perkins & Jim Hurlbut discuss how animals are protected from the cold, the ways in which they store fat, and the why of animal tails. Feature: the gila monster

**7 Paul Whiteman Show—Musical**
Variety settings for songs featuring Earl Wrightson and Junie Keegan

**9 Request Performance**
Variety with Irv Kupcinet emceeing

**6:30 4 This Is Show Business**
Guests: Faye Emerson, Gladys Swarthout, Phil Foster, and Teddy Hale

**5 Aldrich Family**
Henry has to date sister's friend, bribes Homer into task, finds out girl is dance contest winner, tries to rectify his mistake

**7 Showtime U.S.A.**
Douglas Fairbanks, Jr., Peggy Wood, Leonora Corbett in scene from Noel Coward's "Blithe Spirit" also Patricia Morrison, Jackie Gleason, and Claude Stroud

**9 Happiness House**
Community sing with Danny O'Neil emcee and Adele Scott at the organ

**7:00 4 Toast Of The Town—Variety**
Ed Sullivan presents Hazel Scott, pianist-singer; Leonard Warren, Met. baritone; comics Nancy Walker and Eddie Mayehoff; Pat C. Flick heckler; Tong Brothers, acrobats

**5 Comedy Hour—Variety**
Bob Hope mc, Marilyn Maxwell, dancer Judy Kelly, cowboy singer Jimmy Wakeley, The Hich Hatters dancers, the singing Tailor Maids, Les Brown and his orchestra

**7 Hollywood Theater Time—Variety**
Gil Lamb emcee and guests

**9 Billy Carson Stories**
Western adventures with Buster Crabbe as "Billy the Kid"

**7:30 7 Movies In The Home**

**8:00 4 Fred Waring Show—Musical**
Tribute to the "Roaring Twenties," music includes "Manhattan Serenade," "New York, New York," "Make Mine Manhattan," and "New York City" as a tourist

**5 Philco Playhouse—Drama**
"Torch For A Dark Journey" by Lionel Shapiro starring Bramwell Fletcher and Loring Smith. A Czech scientist is helped by an American industrialist

**7 Crusade In Europe Ch. IV**
"Platform for Invasion"

**9 Arthur Murray Show—Variety**
Mrs. Murray introduces guests

**8:30 7 Marshall Plan In Action**
Discussion on its purpose and action

**9:00 4 Celebrity Time—Quiz**
Kyle MacDonnell and Herman Hickman with guest panelists Peggy Wood and Buster Keaton

**5 Garroway At Large—Variety**
TV picture of stardust with Connie Haines singing "Friendly Star" dance team does "Trich-Trach Polka" followed by Jack Haskell's "Vagabond Shoes" and cast in "Christmas In Killarney"

**7 Old Fashioned Gospel Meeting**
Sermon by Dr. Charles E. Fuller

**9 Stars Of Tomorrow**
Amateur session with Lee Bennett introducing the talent acts

**9:30 4 What's My Line—Quiz**
John Daly emcees panel seeking to determine the occupation of the guests

**5 Take A Chance—Quiz**
Don Ameche asks the questions

**7 Youth On The March**
Religious program, Dr. P. Crawford

**9 Courtesy Theater**
"Wide Open Faces" with Joe E. Brown, Jane Wyman, & Alan Baxter. Comedy about a drug store clerk

**10:00 4 "Over The Moon" Feature Film**
Rex Harrison

**5 "The Young In Heart"**
Douglas Fairbanks Jr. and Paulette Goddard. Lack of money leads to disruption in household

**7 "Young Dynamite"—Feature**
Film with Frankie Darro and Charlotte Henry

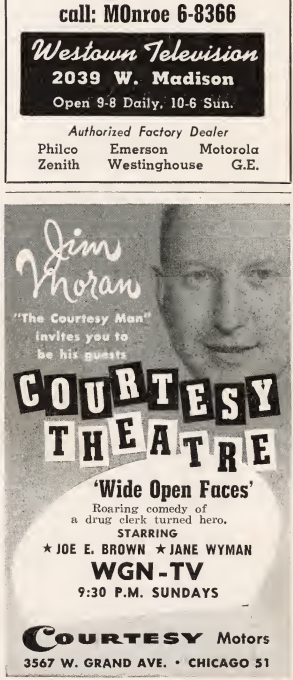
**11:00 7 "Sinister Hands"—Feature**
Film with Mischa Auer and Phyllis Barrington in spine-tingling mystery drama

**9 Eloise Salutes The Stars**
Interviews with guest celebrities by Eloise McElhone

**11:45 4 Late War News**

**11:55 4 Pix Of The News—Ulmer Turner**

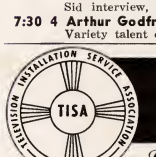
**(Stations reserve the right to change above listings without notice)**



# Monday

NOV. 27 — WBKB 4 · WNBQ 5 · WENR-TV 7 · WGN-TV 9

10:00 4 Fun And Features—Geo. Menard
9 Your Figure Ladies—P. Fogarty
10:15 4 Fun And Figure—Ed Allen mc
9 Individually Yours—C. Carlyle
10:30 4 Fun And Features—(continued)
9 Chicago Cooks—B. Barkley
11:00 4 Tele-Shopper—Betty Whitney
7 Bob And Kay Show—Variety
11:30 4 Fun And Features—(continued)
9 Famous Jury Trials
12:00 4 INS Newsreel—Ulmer Turner
5 Meet Mintz—Herbie Mintz
9 Chicago Calendar—Brickhouse
12:15 4 For Ladies Only—Variety
5 Newsroom—Late Information
12:30 4 Cooking Is Fun—Tina Redmond
5 Panorama Shop—Luckey North
1:00 4 Bill Evans Show
5 "Town Went Wild"—Feature
Film with Edward Everett Horton and Freddie Bartholomew
7 Housewives' Holiday—Kirchner
9 Open House—Musical Variety
2:00 4 Let's Have Fun—Hank Grant mc
5 Ransom Sherman Show—Comedy
9 Stop The Record—Musical Quiz
2:30 5 Bert Parks Show—Musical
9 Telephone Game—Bill Bailey
3:00 4 Homemakers' Exchange Recipes
5 Kate Smith Hour—Musical
9 Film Varieties
3:30 4 Betty Crocker—Recipes
9 Stop, Look, And Learn
4:00 4 Lucky Pup—Doris Brown
5 NBC Comics—Four Serials
7 Lois And Looey—Cartoons
9 Hi Ladies—Interviews
4:15 4 Funny Bunnies—Cartoons
5 Panhandle Pete And Jennifer
"Panhandle Gives Coyote Kid A Bath"
7 Space Patrol—Adventure Tale
4:20 4 TV Billboard—Ticker Tape
4:30 4 Comic Capers—Puppet Time
5 Howdy Doody Show—Kids Show
7 Sagebrush Theater—Western
"Borderland" II
9 Foto Test—Quiz
4:45 4 Multiscope News—Ticker Tape
5:00 5 Cactus Jim—Western Film
"Raiders Of The Border" I
7 Mary Hartline Show—Games
9 Small Fry Club—Bob Emery mc
5:15 4 Window Shopping—Commercial
7 Sandy Strong—Puppet Session
5:30 4 Wrangler's Club—Western Film
5 Crusader Rabbit—Cartoon
7 Adventure Time—Serial Time
9 Trail Blazers' Theater—Film
5:35 5 Clifton Utley—News
5:45 4 Tom Corbet Space Cadet
5 Weatherman Clint Youle
5:45 7 **Uncle Mistletoe**
Adventure tales to delight and amuse the youngsters
5:55 5 Public Life Of Cliff Norton
Subject: Chocolate Covered Comedian
6:00 4 Music Bowl—Musical Variety
5 Kukla, Fran, and Ollie
7 War Tonight—News
9 Captain Video—Adventures
6:05 7 Club Seven—Musical
6:15 4 Ulmer Turner—News
6:25 7 Nation Tonight—News
6:30 4 CBS News—Douglas Edwards
5 Showroom—Musical
Roberta Quinlan and guests: Billy Williams Quartet
7 Hollywood Screen Test
Guest: Donald Woods
9 Austin Kiplinger—News
6:40 9 Weather News—Frann Weigle
6:45 4 Perry Como Show—Musical
5 News Caravan
John Cameron Swayze narrates
9 Chicagoland Newsreel
7:00 4 Video Theater
Wanda Hendrix as Salty in "The Token" story of a girl with a great love for the sea in the days of the Clipper Fleets
5 Paul Winchell-Jerry Mahoney
What's My Name comedy quiz
7 **Treasury Men In Action**
"The Case of the Queen of Diamonds" lady who dreamed up schemes for smuggling diamonds
9 Sid Luckman Football Show
Jack Brickhouse, Irv Kupcinet, and Sid interview, predict, and comment
7:30 4 Arthur Godfrey's Talent Scouts
Variety talent on professional plane



*See Page* **30**


**KIRBY-CHAPPELL** *Inc.*
6201 S. Western HEmlock 4-2600
*Authorized*
CHRYSLER PLYMOUTH
*Dealers*
*Invites You To View*
**Monday 7 p.m. Channel 7**
**"Treasury Men In Action"**

# Tuesday

NOV. 28 — WBKB 4 — WNBQ 5 — WENR-TV 7 — WGN-TV 9

**7:30** 5 **Voice Of Firestone—Musical**
Patrice Munsel coloratura soprano accompanied by Howard Barlow and the orchestra
7 **Dick Tracy**
Comic strip character comes to life
9 **Al Morgan Show**
Musical with the maestro of keyboard

**8:00** 4 **Horace Heidt Show**
Musical with outstanding talent
5 **Lights Out—Drama**
"The Mule-Man" by Charles Kovin
7 **College Bowl—Musical Variety**
Chico Marx as proprietor consoles his campus kids
9 **Your Problem Panel—Discussion**
Dr. George W. Crane moderator

**8:30** 4 **Goldbergs—Domestic Comedy**
Molly reads a murder story & becomes suspicious of lodger
5 **Musical Comedy Time**
"Merry Widow" with Irra Petina, Wilbur Evans as Prince Danilo, Melville Cooper as Baron Popoff
7 **"Young And Willing"—Feature**
Film with Wm. Holden, Eddie Bracken, Susan Hayward in a comedy about a group of aspiring actors and actresses who share an apartment

**8:45** 9 **TV Mail Bag—Discussion**
News about stars and what's to come (see page 17). Guest Tommy Bartlett

**9:00** 4 **Studio One—Drama**
Ilona Massey in "Shadow Of A Man"
9 **Art Jarrett's Rhythm Rodeo**

**9:30** 5 **Who Said That?—Quiz**
Robert Trout asks John C. Swayze and guests: H. V. Kaltenborn, H. Allen Smith, and Billie Burke
9 **"Ware Case"—Feature Film**
Olive Brooks and Jane Baxter star

**10:00** 4 **Ernie Simon—Curbstone Cutup**
5 **Weatherman—Clint Youle**
7 **Your TV Surprise Show**

**10:10** 5 **Dorsey Connors Show**

**10:15** 4 **Wrestling From Hollywood**
5 **Clifton Utley—News**

**10:30** 5 **Let's Look At Sports**
7 **Dr. Fixum's Household Hospital**

**10:45** 5 **Herbie Mintz Show—Musical**

**11:00** 4 **Film**
5 **Broadway Open House—Variety**
7 **Paul Harvey—News**
9 **"Delinquent Daughters"—Film**
June Carlson and Fifi D'Orsey star High school girls suicide uncovers gang

**11:10** 7 **Flana-Grams—Sports**

**11:20** 7 **Walter "Fats" Pischon**

**11:25** 4 **Tomorrow's Weather—Dunham**

**11:30** 4 **Murder Before Midnight—Film**
7 **Top O' The Weather**

**12:00** 4 **INS Newsreel—News**
9 **Chicagoland Newsreel**

**12:15** 4 **"Skyway"—Feature Film**
Ray Walker and Kathryn Crawford

**1:45** 4 **Late War News—Ticker Tape**
(Stations reserve the right to change above listings without notice)

**10:00** 4 **Fun And Features—Variety**
9 **Your Figure Ladies—Exercises**

**10:15** 4 **Fun And Figure—Ed Allen mc**
9 **Needlecraft Parade**

**10:30** 4 **Fun And Features—(continued)**
9 **Chicago Cooks—B. Barkley**

**11:00** 4 **Tele-Shopper—Betty Whitney**
7 **Bob And Kay Show—Variety**

**11:30** 4 **Fun And Features (continued)**
9 **Chicagoland Newsreel**

**11:45** 9 **Telesports Digest**

**12:00** 4 **INS Newsreel—Ulmer Turner**
5 **Meet Mintz—Herbie Mintz**
9 **Chicago Calendar—Brickhouse**

**12:15** 4 **For Ladies Only—Variety**
5 **Newsroom—Latest Information**

**12:30** 4 **Multiscope News—Ticker Tape**
5 **Panorama Shop—Luckey North**

**12:45** 4 **Through The Picture Tube**

**1:00** 4 **Bill Evans Show—Variety**
5 **"Why Girls Leave Home"—Film**
Feature with Lola Lane and Sheldon Leonard
7 **Beulah Karney Show—Foods**
9 **Open House—Frankie Masters**

**2:00** 4 **Let's Have Fun—Hank Grant mc**
5 **National Farm & Home Hour**
Everett Mitchell commentator; judging of prize cattle, hogs, and sheep
9 **Stop The Record—Musical Quiz**

**2:30** 9 **Telephone Game—Quiz**

**3:00** 4 **Homemakers' Exchange**
5 **Kate Smith Hour—Variety**
9 **"Beggar's Holiday"—Film**

**3:30** 4 **Necchi And The Nortons**

**3:45** 4 **Multiscope News—Ticker Tape**

**4:00** 4 **Lucky Pup—Puppet Adventures**
5 **NBC Comics—Four Serials**
7 **Lois And Looey—Cartoons**
9 **Hi Ladies—Tommy Bartlett**

**4:15** 4 **Funny Bunnies—Cartoon**
5 **Panhandle Pete And Jennifer**
"Li'l Wigwam and the Maltese Scarecrow"
7 **Space Patrol—Adventure Tale**

**4:20** 4 **TV Billboard—Ticker Tape**

**4:30** 4 **Comic Capers—Wards emcee**
5 **Howdy Doody Show—Bob Smith**
7 **Sagebrush Theater—Western**
"Return of the Lash" I
9 **Foto Test—Danny O'Neil**

**4:45** 4 **Multiscope News—Ticker Tape**

**5:00** 5 **Cactus Jim—Western Feature**
"Raiders Of The Border" II
7 **Mary Hartline Show—Games**
9 **Small Fry Club—For Kids**

**5:15** 4 **Window Shopping—Commercial**
7 **Sandy Strong—Puppets**

**5:30** 4 **Wrangler's Club—Western**
5 **Crusader Rabbit—Cartoon**

Agriculture's
World Series

**INTERNATIONAL LIVESTOCK EXPOSITION**

• Judging of 1950 grand champion steer, showing of hog and sheep champions from International Amphitheater.

**Today at 2:00 P.M.**

◆

Kings and Queens
Of Amateurs

**THE ORIGINAL AMATEUR HOUR**

• Ted Mack introduces another group of top entertainers seeking a career in show business.

**Tonight at 9:00 P.M.**

# Tuesday

(Continued)

**5:30** 7 **Adventure Time—Serial Film**
9 **Trail Blazers' Theater**
**5:35** 5 **Clifton Utley—News**
**5:45** 4 **Film**
5 **Weatherman—Clint Youle**
7 **Uncle Mistletoe**
His friends are in and out of trouble

**5:55** 5 **Public Life Of Cliff Norton**
Subject: Systematized Living
**6:00** 4 **Herb Graffis Show**
5 **Kukla, Fran, And Ollie**
Delightful situations to amuse all
7 **War Tonight—Gordon Fraser**
9 **Captain Video—Adventures**
**6:05** 7 **Club Seven—Musical**
Eddie and Rack piano team, Tony Bavarr vocalist, and guests
**6:15** 4 **Ulmer Turner—News**
**6:25** 7 **Nation Tonight—News**
**6:30** 4 **CBS News—Douglas Edwards**
5 **John Conte's Little Show**
Guest: Marla Stevens
7 **Beulah Show**
Ethel Waters stars as the lady who solves the problems
9 **Austin Kiplinger—News**
**6:40** 9 **Weather News—Frann Weigle**
**6:45** 4 **Faye Emerson Show**
5 **News Caravan**
9 **Chicagoland Newsreel**
**7:00** 4 **Frontier Theater—Western**
5 **Star Theater—Variety**
Guests: Frank Sinatra, Lon Chaney Jr., and Georgia Gibbs
7 **All American Game Of Week**
Film highlights of football game
9 **Court Of Current Issues**
Discussion on topic of the day
**7:30** 7 **Buck Rogers**
Adventures in the 25th century
9 **Johns Hopkins Science Review**
**8:00** 4 **Vaughn Monroe Show—Musical**
5 **Fireside Theater—Film Drama**
"Three Strangers" with Georgia Clancy, Kay Lee, John Call, & Grant Calhoun. Hangman is folled by two brothers masquerading as each other
7 **Billy Rose Show**
Incident reported in column comes to life with guest stars in lead
9 **Cavalcade Of Bands—Musical**
Ray Anthony and his band introduced by Ted Steele
**8:30** 4 **Suspense—Mystery Drama**
Burgess Meredith in "Strike Me Dead" story of atheist who taunts death, but even his death is proved a fallacy.
5 **Circle Theater—Drama**
"Anything But Love" by Bob Duncan. Story of a waitress who falls in love with truck driver

(Continued on page 25)

# 300 TV Families Await Experiment

Three hundred Chicago families are awaiting the Zenith paid television experiment known as Phonevision, scheduled to begin Dec. 1, on channel 2, KS2XBX, and offering first-rate films on a fee basis.

*To the more than 600,000 set owners who do not have the decoding unit to unscramble the picture, the next 90 days on channel 2 will present only a constantly zig-zagging picture.*

How were these 300 families selected? More than 50,000 applications received from families wishing to participate in Zenith's test were turned over to the National Opinion Research center of the University of Chicago. Your chance of being selected was less than 6 in 1,000.

Power for the experimental station was at first limited to one kilowatt, which made it doubtful that Zenith could put a consistently good picture into outlying districts. Therefore it was decided to concentrate the Phonevision families into the Lakeview-Lincoln area.

An International Business Machine card was prepared for each residential telephone subscriber from this area who volunteered. The cards were numbered, and did not show names of volunteers. On each card was punched the appropriate information about each family, as revealed by their answers to the questionnaire, such as size of family, number of children, education of the head of family, etc.

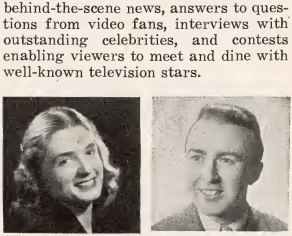
These cards were then fed into the International Business machines and automatically sorted into a total of 158 subdivisions. Then the cards in each subdivision were sorted to give the correct number from each class to make the total of 300.

Readers of *TV Forecast* Magazine will be given reports from time to time on the quality and entertainment value of Phonevision in an exclusive series to be prepared by the editors. The reports will be based on first-hand viewing from a Zenith installed in the home of a staff member of this publication.

# 'TV Mail Bag' Makes Debut Monday Night

MAKING its debut Monday, Nov. 27 is "TV Mail Bag," a 15 minute show featuring Bob Kubicek and Pat Cooper of *TV Forecast* Magazine in a new WGN-TV series for Major Aircoach Systems of Chicago.

Scheduled for 8:45 p.m. each Monday, the channel 9 program will offer behind-the-scene news, answers to questions from video fans, interviews with outstanding celebrities, and contests enabling viewers to meet and dine with well-known television stars.



COOPER & KUBICEK

Produced by Folger S. Decker for Major Aircoach airlines, "TV Mail Bag" will initiate a weekly search for the best letter on the following subject:

***"I would like to meet a TV star because . . ."***

Viewers are urged to answer this in 25 words or less and mail all entries to *TV Forecast* Magazine before Friday, Dec. 1. All entries become the property of "TV Mail Bag," and decision by the judges will be final.

In addition, fans are also invited to send in queries about their favorite stars or programs. Such questions like: How old is Godfrey? Is Mary Hartline married? What is Imogene Coca's hobby? When will Charles Boyer appear in his own show? And Others will be answered on this show.

"We want Chicagoans to go backstage with the editors of a great magazine," Charles Regan, Manager of Major Aircoach System, said this week. "Such an intimate program should appeal to the entire family."

**TV Set Break Down?**
**Consult Our Advertisers**

# Ed Allen, Video Pinup Boy

"You can have all of your glamorous TV ladies with their low-cut décolleté, I have Ed Allen." Such were the words many a local husband heard recently upon returning from work after the distaff side of the house had her first taste of Fun and Figure.

"Fun and Features," is beamed to the housewife five days weekly from 10 to 12 over WBKB, a show packed with variety, home economic tips and music. A popular part of the show is Ed Allen, a native Chicagoan who, in a special 15-minute presentation called "Fun and Figure," guides his feminine audience to the attainment of a Hollywood figure through easy-to-do exercises.

"It's simple," says Ed. "Just a matter of putting weight on and taking it off—in the right places." It works, too, and Ed is serious about the benefits of physical culture. His own Mr. America figure is evidence of that. He believes physical exercise can do more than diet and other helps, and demonstrates this—ably assisted by comely Inky Jorgensen.

Ed is a "local boy makes good" and Horatio Alger rolled into one. Reared on Chicago's south side, Mr. America of TV graduated from Hirsch high school and started his career in the Civic Opera house playing in such operettas as "New Moon," "Wildflower" and "Rose Marie." He had his first taste of Broadway in the "Merry Widow" and then landed a part with Carole Landis in "Lady Say Yes."

ED ALLEN

Then till 1945, Ed gave a command performance for Uncle Sam in the U. S. Air Force. With the war over, New York again called Ed to take part in "Follow the Girls" with Gertrude Neissen.

From here, he stepped into Nite Club work in Detroit. Soon spotted by a TV scout, Ed found himself holding down two jobs, his night club spot and that of taking part in a half-hour regular show on Detroit's WXYZ-TV. A year of TV gave him the experience to start his own show there called "Your Hollywood Figure," a program of exercise for feminine beauty.

Ed, who is 26, stands 6′ 1″ with a well proportioned frame tipping the scales at a 190 lbs. He is also producer of the "Fun and Feature" show. "I'm completely happy now," says Ed. "I've been able to combine a love of TV with my intense interest in physical culture."

On Nov. 13, Ed became the father of a baby boy, six pounds, seven ounces. He's one of the happiest papas in show business.

***"Are you young people enjoying the television show?"***

—Inertia Smith

**Please Say "I Saw It in *TV Forecast*"**

# Medical Show Enters Second Year

Health Talk, the astonishingly popular public service series on WGN-TV, will observe its second anniversary Dec. 15.

Produced by the Educational Committee of the Illinois State Medical Society in cooperation with WGN-TV, the series has hit a number of "firsts" in television. It has proved that the public will view a program that gives them sound, accurate and simple information on health problems from a dependable source, such as the Medical Society.

Among the television firsts recorded by this feature was an x-ray picture of an actual, living, beating human heart. This was coupled with a reproduction of the sounds of the heart by means of a special amplifier.

Another first was "Guardians of Your Sleep" which told the story of anesthesia and how it is administered in the operating room. So vividly was this enacted that the Studio had numerous calls after the program asking whether the physicians working over the patient had actually performed an operation.

"Preparing the Surgical Patient" was another first. This telecast, revealing the techniques used in removing bacteria, the draping of the patient, the administration of anesthesia and surgical techniques, was so realistic that again many viewers called to ask whether an operation had been performed.

During its two years on the air, the telecast visually demonstrated why "Self-Medication is Dangerous," "Maybe It Isn't Cancer," the problems of "Your Growing Child," "The Story of Blood" and the "Rh Factor," "When Your Gallbladder Misbehaves," "Radioactive Research in Medicine," "Cosmetics and You" and "What's New in Arthritis." In "Peanuts, Pennies and Safety Pins," the dramatic procedure of removing foreign bodies from the lungs was demonstrated. This televised technic, which has saved thousands of children's lives, was especially fascinating to mothers.

Done in interview style, the programs include a physician-moderator, an important adjunct, because his medical experience permits an exchange of conversation not possible to or suitable coming from a layman. One or more specialists in a given field appear weekly. Patients, and equipment, such as anatomical models, charts, instruments and certain simple effects are used to express visually the specific point of information. For example, a toy balloon was inflated and deflated by an electrical device to demonstrate the collapsing of a lung in tuberculosis.

The Educational Committee of the Society is composed of Dr. Charles P. Blair, Monmouth; Dr. Ford K. Hick, Chicago; Dr. Karl L. Vehe, Chicago; Dr. Joseph T. O'Neill, Ottawa, and Dr. George L. Drennan, Jacksonville, Miss. Ann Fox is secretary. Dr. Theodore R. Van Dellen, assistant dean at Northwestern University Medical School and Medical Editor of the *Chicago Tribune*, appears as moderator on Health Talk and Cosmo Genovese is studio producer.

Health Talk aims to take some of the mystery out of medicine and seeks to explain by sight and sound unfamiliar or difficult medical subjects in a program of health education. That this is accomplished is reflected in the comments received from adults and biology students.

In Health Talk the Educational Committee and WGN-TV presents real physicians, real nurses, real patients, real technicians and actual devices used in diagnosis and treatment. All those participating give their time free to present on the television screen the roles they enact in real life in fulfilling the Educational Committee's objective of disseminating sound health information.

# JUMBO-VUE

## BIG PICTURE television . .

## brilliant big picture television at low cost

### designed especially for commercial use . . .

30x40 inches (1200 sq. in.)

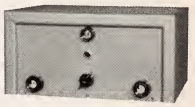
**JUMBO-VUE 1200.** Here is top quality, low cost BIG SCREEN TV, especially designed for large audience viewing in clubs, bars, hotels, department stores, schools, etc. JUMBO-VUE is a complete, easily installed remote control receiver, using the famous PROTELGRAM Television System. Picture size is 30 x 40 inches (1200 sq. in.—equivalent to a 50″ tube). Sparkling, detailed image is easy to see even 100 feet away. Extremely sensitive—gives outstanding fringe area performance. Brown Hammertone steel cabinet uses only 31″ x 45″ floor space. Includes remote control unit. Only **$985.00** *plus installation*

**CUSTOM INSTALLATIONS.** Bath JUMBO-VUE 1200 and 588 are available without cabinet for installation in wall or special location. Get details from your NORELCO dealer.

Norelco JUMBO-VUE

21x28 inches (588 sq. in.)

**JUMBO-VUE 588.** Has exactly the same features as the larger model. Picture size is 21″ x 28″ (588 sq. in.), for use with smaller audience groups. Offers the same clear, detailed, brilliant image that distinguishes the NORELCO PROTELGRAM Television System from all others. Fine blonde wood cabinet takes 33½″ x 22¾″ floor space. The low price includes remote control unit described below. Only **$660.00** *plus installation*



**REMOTE CONTROL.** Only *you* operate NORELCO JUMBO-VUE. No meddling by unauthorized persons. Compact, easy to operate remote tuner can be placed any distance up to 150 feet from the set; permits control from any location.

***Exclusive Distributor:*** **ALLIED RADIO CORPORATION**

**For nearest NORELCO Dealer, Phone CHesapeake 3-5656, or use coupon on opposite page▶**

# 3ft. x 4ft.

## HOME MOVIE-SIZE television..

## from your present set! *

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Name.....

Address.....

City.....Zone.....State.....

# People Are Art Linkletter's Business

To Art Linkletter, master of informalities and antics on ABC's "Life With Linkletter" television show, his job is more than just a convenient way of making a living. He thinks people are not only funny but fascinating, and that the average person is full of more surprises than a cleverly written whodunit. Also, Art is full of insatiable curiosity about things and people. His avid curiosity first concerned places, and he has seen a lot of them, but now it is centered on what makes people behave and misbehave.

Celebrated for his agile tongue and nimble wit before WENR-TV's microphone, Linkletter has 15 years of experience with more than 25,000 people. They've fainted before his microphone, cussed, flirted, bragged and fought. He's watched riots start between contestants, between spectators and between fans who couldn't get inside the studios.

Linkletter was born in Moose Jaw, Saskatchewan, July 17, 1912. When he was two years old his family moved to Lowell, Mass., where they stayed for three years before moving to Southern California. When Art was six, the family settled permanently in San Diego, where he attended high school and San Diego State college.

Previous to college, Art had one of the greatest adventures of his life. Graduating from high school, he went out to see the world. Thumbing his way and often riding freights he visited almost every state in the Union. He worked as a busboy in Chicago, a harvest hand in North Dakota, a forest fire fighter in Washington, a stevedore on New Orleans docks, a theater usher in St. Paul, a meat packer in Minneapolis, and a coupon clerk on Wall Street during the historic days of the '29 crash. In New York he signed on a ship and worked his way to Buenos Aires and back. The entire tour, not quite de luxe, lasted 15 months.

In 1935 Linkletter was appointed radio program manager for the San Diego Exposition, and that same year he married Lois Foerster, then a college student.

The Exposition job completed, Art went back to the station as program director. Then, in 1936 he was again in the Exposition business, being appointed radio program manager for the Texas Centennial, Dallas. He held the same position, starting in 1937, with the San Francisco World's Fair, until he left in '39 to become a free lance radio announcer and master-of-ceremonies.

*Rosemary Hodgkiss is the victim of this Linkletter gag.*

After emceeing ABC's "What's Doin', Ladies" program in San Francisco for some time, Linkletter moved to Hollywood in 1942 when the program moved to these parts, and here he met John Guedel who had a stunt show lined up titled "People Are Funny." Art had been nursing along some similar ideas so they formed a partnership and today's zany "People Are Funny" is the result. His ABC-TV "Life With Linkletter" show is his newest entry in the field of making people laugh.

Art lives in Holmby Hills, a suburb of Los Angeles, with his wife and five young Linkletters. The entire family participates when Art indulges in his favorite sports which include handball, swimming and basketball. When Linkletter was in college he held the Southern California 50-yard backstroke swimming title for a year, captained the championship basketball team and often played in the AAU National Handball Championships.

He's a big, happy-go-lucky guy whose rebounding energy invariably leaves his audiences limp from laughing and his policy always leaves them asking for more. The policy — "good, clean fun."

## *Faces and Places in Chicago*

Hardly a night goes by in Chicago that you don't meet some TV star dining in a famed spot, or entertaining at any one of the more popular clubs or hotels . . . If you haven't seen and heard the lovely *Martha Wright,* singing television star from New York now appearing at the Palmer House, we urge you to make reservations . . . Miss Wright will leave Nov. 29, and take with her a basket of broken hearts, all local boys that will see her now only on their 12 inch screens . . . Funnyman *Danny Thomas,* NBC personality, leaves the fabulous Chez Paree Nov. 27, after a successful engagement. You'll know what we mean when we say "Danny loves Chicago" after you've seen his routines. . . . . Elsewhere around our famed Windy City we found the popular *Lind Brothers,* seen many times as guests on TV and most recently on "Request Performance," now attracting crowds at the Vine Gardens . . . Murray, Dale and Phil were trained by their cantor father to become church singers, but they broke into show business. . . . Their favorites are "Eli, Eli" and "Ave Maria." . . . The British ballerina and TV star, *Moira Shearer,* will be seen here when the Sadler's Wells Ballet opens in December.

***LITTLE FLOWER** Benito Gardini just brainstormed restauranteur Irv Benjamin out of a choice rib of beef in the above picture. Benjamin, known as the all-you-can-eat host, was pinned down by wrestler Gardini, in less time than it takes to say "I was robbed."*

## Late and Great

Among the hundreds of stories on the late Al Jolson, it was frequently mentioned that the noted entertainer never made a television appearance.

Chicago televiewers differ, however, when they recall the WGN-TV telecast of the Chicagoland Music Festival on August 20, 1949, when Jolson was one of the featured stars of the event.

Jolson spent some time in front of the cameras that evening, singing many of the songs that he made famous.

---

### "Inkblot" Contest Winners

Following are winners in a recent Uncle Herbie contest, in which children were invited to submit the most interesting ink blots for prizes:

Lorelei Lettvin
5030 N. Ridgeway
Chicago 25, Ill.

Sandra Rupprecht
5725 Pensacola Ave.
Chicago 34, Ill.

Charles Stoffel
303 Englewood
Bellwood, Ill.

Todd Downing
15017 Loomis Ave.
Harvey, Ill.

LITTLE BUSTER
WHITE
Big Buster
YELLOW
POPCORN
FOR YOUR TV PARTIES
DELICIOUS • PALATABLE • NUTRITIOUS
SEE YOUR GROCER

# Nobody Here But Us Kids!

**By UNCLE HERBIE**

*I'm all for the laws that prohibit television sets in the front seats of automobiles, but boys and girls I'm all for television sets in the BACK seats!*

Up front, as you well know, the driver has to keep his mind on his business, especially these days and nights when so many automobiles are on the road and so many persons drive too fast. So there is no place for a television set in the front seat area or in coupes. It would be too dangerous. We know how interesting television is. The driver never would keep his eyes on the road—he'd be looking at the screen all of the time!

*But the back seat! That's another story.*

You've been like my youngsters, coming home on a Sunday evening after a day in the country or at a nearby lake. There are cars and cars and cars, and the lines move much too slowly if at all. That's the time when you kids get pretty tired.

Wouldn't it be the cats' meow if you had a television set for back-seat use? Where you could catch your favorite programs as you drove along, or waited for a long line of slowed-up cars to move along? I'd sure like it and I believe all of you youngsters would, too.

*Now you've gone and guessed it! For the best letter telling Uncle Herbie why you would like to have a television set in the back seat of your car, TV Forecast magazine will award a prize of one dollar. Yes, a crisp dollar bill. Second prize, 50 cents. Third and fourth prizes, 25 cents each. The decision of the judges is final, of course. Letters must be mailed this week. Send your entries to TV Forecast, 185 North Wabash Ave., Chicago 1, Ill. And good luck!*

---

**TV Forecast On Sale Today at Your Newsstand**


Marshall Field & Company

**Uncle Mistletoe fans!**

*have hours of fun with his big color book*

Enjoy the adventures of the little people in Wonderland—just as you see them on the television screen. Color the pages and pages of pictures . . . read the story about Obediah Pig, sing the Kindness Club Song. Hurry—come in, or send for yours. 50¢. Toy Center—Fourth Floor, South, Wabash; Gift Court—Second Floor, Middle, State

SEE UNCLE MISTLETOE ON TELEVISION
Monday through Friday at 5:45 p.m.,
WENR-TV—Channel 7

# Tuesday

(Continued)

**8:30 7 Can You Top This?—Quiz**
Peter Donald, Harry Hershfield, Joe Laurie Jr., Ward Wilson vie for points by telling tall tales

**9:00 4 Danger—Mystery drama**
**5 Amateur Hour**
Ted Mack emcees outstanding talent
**7 Box Seat With The Blackhawks**
**9 Star Time—Musical Variety**
Frances Langford, comedian Lew Parker, and Benny Goodman Sextet

**9:30 4 Bears Quarterback Club**
Highlights from last game with Red Grange & Luke Johnsos commenting
**7 Roller Derby**

**10:00 4 Ernie Simon—Curbstone Cutup**
**5 Weatherman—Clint Youle**
**9 "Merrily We Live"—Film**
Constance Bennett, Brian Aherne, Billie Burke. Zany family has mother who collects tramps as servants

**10:10 5 Dorsey Connors Show**
**10:15 4 Ulmer Turner—News**
**5 Clifton Utley—News**
**7 Sportscholar**
**10:30 4 Sports Roundup—Joe Wilson**
**5 Let's Look At Sports**
Tom Duggan narrates
**7 Our Gal Toni**
Interviews and variety with stars
**10:45 4 Film**
**5 Herbie Mintz Show**
**10:55 4 Tomorrow's Weather-J. Dunham**
**11:00 4 Anonymously Yours**
Do you have a secret wish?
**5 Broadway Open House**
**7 Paul Harvey—News**
**11:10 7 Flana-Grams—Sports**
**11:15 4 Newly Engaged**
Interviews by Carl Schreiber
**11:20 7 Walter "Fats" Pischon**
**11:30 4 Murder Before Midnight—Film**
**7 Top O' The Weather—Russ Reed**
**9 Chicagoland Newsreel**
**12:00 4 INS Newsreel—Ulmer Turner**
**12:15 4 "Million Dollar Baby"—Film**
Feature with Arlene Judge and Ray Walker. Actors dress child as girl to get in movies, but he runs away and adventures ensue
**1:45 4 Late War News—Ticker Tape**

**(Stations reserve the right to change above listings without notice)**


TELEVISION INSTALLATION SERVICE ASSOCIATION
TISA
FOR GUARANTEED TV SERVICE

*See Page* **30**

# Wednesday

| NOV. 29 | WBKB 4 | WNBQ 5 | WENR-TV 7 | WGN-TV 9 |
|---|---|---|---|---|

**10:00 4 Fun And Features—Interview**
Variety and subjects for women with George Menard emcee
**9 Your Figure Ladies—P. Fogarty**
**10:15 4 Fun And Figure—Exercises**
Ed Allen mc (see pg. 18)
**9 Interior Decoration**
**10:30 4 Fun and Features (continued)**
**9 Chicago Cooks—Recipes**
**11:00 4 Tele-Shopper—Betty Whitney**
**7 Bob And Kay Show**
**11:30 4 Fun And Features—(continued)**
**9 Chicagoland Newsreel**
**11:45 9 Telesports Digest**
**12:00 4 INS Newsreel—Ulmer Turner**
**5 Meet Mintz—Herbie Mintz**
**9 Chicago Calendar—Brickhouse**
**12:15 4 For Ladies Only—Variety**
**5 Newsroom—Late Information**
**12:30 4 Cooking Is Fun—Tina Redmond**
**5 Panorama Shop—Luckey North**
**1:00 4 Bill Evans Show—Variety**
**5 "Gas House Kids"—Feature**
Robert Lowry, Teala Loring in story of how kids aid veteran in gaining his dream farm
**7 Kay Morrow Show**
Ethel Romanoff will demonstrate how to make Christmas gifts or fix up your home with what you have on hand
**9 Open House**
Musical variety with Frankie Masters
**2:00 4 Let's Have Fun—Variety**
Hank Grant mc, with Bill Savage and Elaine Neblett vocalists
**5 Ransom Sherman Show**
Music and comedy with Nancy Wright and Art Van Damme quartet
**9 Stop The Record**
Quiz with Frann Weigle & Rose Dunn
**2:30 5 Bert Parks Show**
Musical comedy with Betty Ann Grove
**9 Telephone Game**
Quiz with Bill Bailey & Louise King
**3:00 4 Homemakers' Exchange**
Louise Leslie asks you to send recipes
**5 Kate Smith Hour**
Musical variety, comments, and guests
**9 "The Big Bluff"—Feature Film**
**3:30 4 Who Ya Laughin' At**
**4:00 4 Lucky Pup—Fun For Kids**
**5 NBC Comics—Serials**
**7 Lois And Looey—Cartoons**
**9 Hi Ladies—Interviews**
**4:15 4 Funny Bunnies—Cartoon**
**5 Panhandle Pete And Jennifer**
"Rapid Jack Rabbit, The Detective"
**7 Space Patrol—Adventure Tale**
**4:20 4 TV Billboard—Ticker Tape**

# TONIGHT!

**6:30 P.M.**

**"CHANCE OF A LIFETIME"**

**with**

**John Reed King**

★

**7:00 P.M.**

**"FIRST NIGHTER"**

**The little theatre off Times Square presents "Sexton Blake"**

★

**8:00 P.M.**

**DON McNEILL TV CLUB**

**A family hour of entertainment with music, comedy interviews and fun emceed by your host Don McNeill along with singers Patsy Lee & Johnny Desmond. Also Sam Cowling, Cliff Petersen and Eddie Ballantine and his sixteen piece orchestra. Special guest star, Diana Lynn.**

★

**9:00 P.M.**

**"WRESTLING"**

**From Rainbo Arena with commentary from ringside by WAYNE GRIFFIN**

★

**11:00 P.M.**

**PAUL HARVEY**

**News commentary**

**Dynamic!**

**Dramatic!**

**Up-To-The-Minute!**

**Highlights of the local and national events of the day!**

# WENR-TV

## Channel 7

**ABC-TV in Chicago**


# Wednesday

**(Continued)**

**4:30** **4** **Comic Capers—Puppet Fun**
(see pg. 37)
**5** **Howdy Doody Show—Bob Smith**
**7** **Sagebrush Theater—Film**
"Return of the Lash" II
**9** **Foto Test—Quiz**

**4:45** **4** **Multiscope News—Ticker Tape**

**5:00** **5** **Cactus Jim—Western Feature**
**7** **Mary Hartline Show**
Interviews and games for children
**9** **Small Fry Club—Bob Emery**

**5:15** **4** **Window Shopping—Commercial**
**7** **Sandy Strong—Puppet Tale**

**5:30** **4** **Wrangler's Club—Western**
**5** **Crusader Rabbit—Cartoons**
**7** **Adventure Time—Serial**
**9** **Your Child On Parade**
Carl Schreiber mc (see pg. 7)

**5:35** **5** **Clifton Utley—News**

**5:45** **4** **Tom Corbet Space Cadet**
**5** **Weatherman—Clint Youle**
**7** **Uncle Mistletoe**
Tales involving Humphrey Mouse, Tony Pony, and Obediah Pig delight the small-fry

**5:55** **5** **Public Life Of Cliff Norton**
Subject: Shortcuts In Arithmetic

**6:00** **4** **Music Bowl—Musical**
Danny O'Neil and Carolyn Gilbert sing the tunes you have requested
**5** **Kukla, Fran, And Ollie**
**7** **War Tonight—News**
**9** **Captain Video—Adventures**

**6:05** **7** **Club Seven—Musical**

**6:15** **4** **Ulmer Turner—News**

**6:25** **7** **Nation Tonight—News**

**6:30** **4** **CBS News—Douglas Edwards**
**5** **Showroom—Musical**
**7** **Chance Of A Lifetime**
Quiz with John Reed King emcee
**9** **Austin Kiplinger—News**

**6:40** **9** **Weather News**

**6:45** **4** **Perry Como Show**
Musical with Mindy Carson
**5** **News Caravan—John Swayze**
**9** **Chicagoland Newsreel**

**7:00** **4** **Arthur Godfrey And His Friends**
Musical variety with Janette Davis, Chordettes, barbershop quartet, and the Mariners vocal group
**5** **Four Star Revue—Comedy**
Variety with Jimmy Durante and guests
**7** **First Nighter—Film**
"Never Too Late To Mend"
**9** **They Stand Accused**
Re-enactment of a case from history

**8:00** 4 **Somerset Maugham Theater**
"Footprints In The Jungle" story set in far East where man murders his best friend then marries the wife
5 **Kraft Theater—Drama**
"Windows" with Valerie Cossart, Mercer McLeod, Lex Richards and Joyce Sullivan. Tale of two idealistic writers who attempt to rehabilitate an ex-conviet by hiring her as a maid
7 **Don McNeill's TV Club**
Informal variety with Sam Cowling, Johnny Desmond, Patsy Lee, and guests actress Diana Lynn
9 **Cardinals Football Game**
Highlights on film

**8:30** 4 **The Web—Mystery Drama**
"The Creeper" story of a man who kills red-headed women
9 **Plainclothesman—Drama**

**9:00** 4 **International Boxing**
Joe Louis vs Cesar Brion with Ted Husing on commentary (see pg. 34)
5 **Break The Bank—Quiz**
Bert Parks asks the questions
7 **Wrestling**
9 **Health Talk—Discussion**
"Your Nails In Health and Disease" discussed by Cleveland J. White head of dept. of Determatology of Stritch School of Med.

**9:30** 5 **Stars Over Hollywood—Drama**
"Landing At Daybreak" with Anita Louise, Marsha Van Dyke, and Ray Montgomery
9 **Feature Film**

**10:00** 4 **Ernie Simon—Curbstone Cutup**
5 **Weatherman—Clint Youle**

**10:10** 5 **Dorsey Connors Show**

**10:15** 4 **Ulmer Turner—News**
5 **Clifton Utley—News**

**10:30** 4 **Sports Roundup—Joe Wilson**
5 **Let's Look At Sports**
Tom Duggan narrates

**10:45** 4 **Film**
5 **Herbie Mintz Show—Musical**

**10:55** 4 **Tomorrow's Weather**

**11:00** 4 **Beat The Clock—Quiz**
Bud Collyer asks the questions
5 **Broadway Open House—Variety**
7 **Paul Harvey—News**
9 **"Woman Alone" Feature Film**
Anna Sten and Henry Wilcoxon in story of romance between two social un-equals and how fate brings them together

**11:10** 7 **Flana-Grams—Sports**

**11:20** 7 **Walter "Fats" Pischon**

**11:30** 4 **Murder Before Midnight—Film**
7 **Top O' The Weather—Russ Reed**

**12:00** 4 **INS Newsreel—Ulmer Turner**
9 **Chicagoland Newsreel**

**12:15** 4 **"Kentucky Carnival"—Film**
Feature with John Ariedge and Mary Lou Lender in story of horse racing

**1:45** 4 **Late War News—Ticker Tape**

**(Stations reserve the right to change above listings without notice)**


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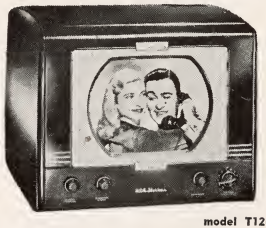

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***PEnsacola 6-7720***

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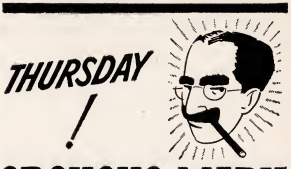
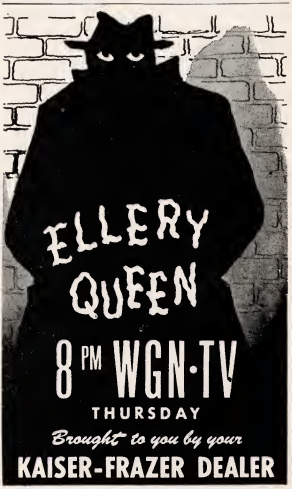
**R.H.** Television Sales
5847 IRVING PARK BLVD.
Open 9AM to 9PM

# Thursday

| NOV. 30 | WBKB 4 | WNBQ 5 | WENR-TV 7 | WGN-TV 9 |
|---|---|---|---|---|
| 10:00 | 4 Fun And Features—Music | | | |
| | 9 Your Figure Ladies—P. Fogarty | | | |
| 10:15 | 4 Fun And Figure—Ed Allen mc | | | |
| | 9 Beauty For You—C. Carlyle | | | |
| 10:30 | 4 Fun And Features (continued) | | | |
| | 9 Chicago Cooks—Miss Barkley | | | |
| 11:00 | 4 Tele-Shopper—Betty Whitney | | | |
| | 7 Bob And Kay Show | | | |
| 11:30 | 4 Fun And Features (continued) | | | |
| | 9 Chicagoland Newsreel | | | |
| 11:45 | 9 Travelogue—Film Short | | | |
| 12:00 | 4 INS Newsreel—Ulmer Turner | | | |
| | 5 Meet Mintz—Herbie Mintz | | | |
| | 9 Chicago Calendar—Variety | | | |
| 12:15 | 4 For Ladies Only—Commentary | | | |
| | 5 Newsroom—Late Information | | | |
| 12:30 | 4 Multiscope News—Ticker Tape | | | |
| | 5 Panorama Shop—Luckey North | | | |
| 12:45 | 4 Through The Picture Tube | | | |
| 1:00 | 4 Bill Evans Show—Variety | | | |
| | 5 "Larceny In Her Heart"—Film Feature with Hugh Beaumont and Sheryl Walker | | | |
| | 7 Beulah Karney Show—Foods | | | |
| | 9 Open House—Musical Variety | | | |
| 1:30 | 7 "Timber War"—Feature Film Adventure story | | | |
| 2:00 | 4 Let's Have Fun—Hank Grant mc | | | |
| | 5 Ransom Sherman Show | | | |
| | 9 Stop The Record—Musical Quiz | | | |
| 2:30 | 5 Remember This Date—Bill Stern | | | |
| | 9 Telephone Game—Bill Bailey | | | |
| 3:00 | 4 Homemakers' Exchange | | | |
| | 5 Kate Smith Hour—Musical | | | |
| | 9 Television Matinee—Film | | | |
| 3:30 | 4 Flower Shop—Discussion | | | |
| 3:45 | 4 Multiscope News—Ticker Tape | | | |
| | 9 Plan-A-Room—Discussion | | | |
| 4:00 | 4 Lucky Pup—Kids Puppet Show | | | |
| | 5 NBC Comics—Four Serials | | | |
| | 7 Lois And Looey—Cartoons | | | |
| | 9 Hi Ladies—Interviews | | | |
| 4:15 | 4 Funny Bunnies—Cartoon | | | |
| | 5 Panhandle Pete And Jennifer "Samson, Hercules and the Ink Blots" | | | |
| | 7 Space Patrol—Adventure Tale | | | |
| 4:20 | 4 Winslow Of The Coast Guard | | | |
| 4:30 | 5 Howdy Doody Show—Bob Smith | | | |
| | 7 Sagebrush Theater—Western "Tumbleweed Trail" 1 | | | |
| | 9 Foto Test—Danny O'Neil | | | |
| 4:35 | 4 Comic Capers—Puppet Antics | | | |
| 4:50 | 4 Multiscope News—Ticker Tape | | | |
| 5:00 | 5 Cactus Jim—Western Feature | | | |
| | 7 Mary Hartline Show—Games | | | |
| | 9 Small Fry Club—Bob Emery | | | |
| 5:15 | 4 Window Shopping—Commercial | | | |
| | 7 Sandy Strong—Puppet Tale | | | |

**5:30** 4 **Wrangler's Club—Western**
5 **Crusader Rabbit—Cartoon**
7 **Adventure Time—Serial**
9 **Boys Railroad Club**

**5:35** 5 **Clifton Utley—News**

**5:45** 4 **Film Shorts**
5 **Weatherman—Clint Youle**
7 **Uncle Mistletoe**
Fanciful tales to delight youngsters with Humphrey Mouse

**5:55** 5 **Public Life Of Cliff Norton**
Subject: Bring Back The Bow

**6:00** 4 **Herb Graffis Show**
5 **Kukla, Fran, And Ollie**
7 **War Tonight—News**
9 **Captain Video—Adventure Tale**

**6:05** 7 **Club Seven—Musical**

**6:15** 4 **Ulmer Turner—News**

**6:25** 7 **Nation Tonight—News**

**6:30** 4 **CBS News—Douglas Edwards**
5 **John Conte's Little Show**
Guest: Jean Bartell
7 **Lone Ranger—Western**
9 **Austin Kiplinger—News**

**6:40** 9 **Weather News—Frann Weigle**

**6:45** 4 **Faye Emerson Show**
5 **News Caravan—John Swayze**
9 **Chicagoland Newsreel**

**7:00** 4 **Starlight Theater—Drama**
"Let There Be Honor"
5 **Groucho Marx in "You Bet Your Life"—Quiz**
Ad-libbing with contestants and asking them questions
7 **Stop The Music—Musical Quiz**
Bert Parks mc with Betty Ann Grove, Marion Morgan, Jimmy Blaine, vocalists, Harry Salter's orchestra
9 **Telesports Digest**

**7:30** 4 **Show Goes On—Variety**
Robert Q. Lewis mc introduces buyers and the talent they seek
5 **Peter And Mary Show—Variety**
Mary Wickes, Claud Stroud, guests
9 **Inside Detective—Mystery**
Roscoe Karns as Insp. King

**8:00** 4 **Alan Young Show—Variety**
Guest: June Havoc
5 **College Of Musical Knowledge**
Kay Kyser presents Hoagy Carmichael in annual homecoming celebration
7 **Holiday Hotel—Musical Variety**
Don Ameche mgr., Betty Brewer vocalist, June Graham dancers, Don Craig Chorus, Bernie Green's orch.
9 **Adventures Of Ellery Queen**
Richard Hart as detective, Florenz Ames father, Elliott Sullivan as Sgt. Velie

**8:30** 4 **Big Town—Drama**
Pat McVey as Steve Wilson and Mary K. Wells as Lorelei Kilbourne star in newspaper stories
7 **Blind Date**
Two teams of young men compete for dates, Arlene Francis emcee
9 **Beauty Contest**
Myron Wallace emcee

**9:00** 4 **Truth Or Consequences**
Ralph Edwards overseers gimmicks
5 **Martin Kane, Private Eye**
William Gargan stars as sleuth
7 **I Cover Times Square**
Harold Huber portrays Broadway columnist Johnny Warren
9 **Cartune-O**
Musical quiz game with Lee Bennett mc, Peggy Taylor, and Bob Trendler's orchestra

**9:30** 4 **Hollywood On The Line**
Celeste Holmes interviewed
5 **Wayne King Show—Musical**
Theme: normal activities of a street through its 24 hour vigil. Harry Hall, Jackie James, Gloria Van, and Don Large Chorus star
7 **Roller Derby**
Joe Hasel and Ken Nydell describe

**9:45** 4 **Hollywood Reel**
Interviews with the movie stars

**10:00** 4 **Ernie Simon—Curbstone Cutup**
5 **Weatherman—Clint Youle**
9 **Wrestling**

**10:10** 5 **Dorsey Connors Show**

**10:15** 4 **Ulmer Turner—News**
5 **Clifton Utley—News**
7 **Red Grange Predicts**

**10:30** 4 **Sports Roundup**
5 **Let's Look At Sports**
7 **Simply Simon**
Ernie, Chet, Shirley, and Ed cut a few comedy capers

**10:45** 4 **Film**
5 **Herbie Mintz Show—Musical**

**10:55** 4 **Tomorrow's Weather**

**11:00** 4 **Airflyte Theater—Drama**
Ann Rutherford and Otto Kruger in "The Doll In The Pink Silk Dress," Story of a drama with a title but no plot and how young girl furnishes it
5 **Broadway Open House**
Musical variety Jerry Lester emcee,
7 **Paul Harvey—News**
9 **"The Night Has Eyes"—Film**
Feature with James Mason and Wilfred Lawson. Victim of war neurosis kept prisoner by housekeepers

**11:10** 7 **Flana-Grams—Sports**

**11:20** 7 **Walter "Fats" Pischon—Musical**

**11:30** 4 **Murder Before Midnight—Film**
7 **Top O' The Weather—Russ Reed**

**12:00** 4 **INS Newsreel—Ulmer Turner**

**12:15** 4 **"Sweethearts Of The USA"**
Feature with Una Merkle and Donald Novis

**1:45** 4 **Late War News—Ticker Tape**

**(Stations reserve the right to change above listings without notice)**

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# *Friday*

DEC. 1 — WBKB 4 — WNBQ 5 — WENR-TV 7 — WGN-TV 9

10:00 4 Fun And Features—Geo. Menard
9 Your Figure Ladies—P. Fogarty
10:15 4 Fun And Figure—Ed Allen mc
9 Film Varieties
10:30 4 Fun And Features (continued)
9 Chicago Cooks—Recipes
11:00 4 Tele-Shopper—Betty Whitney
7 Bob And Kay Show—Comment
11:30 4 Fun And Features (continued)
9 Chicagoland Newsreel
11:45 9 Travelogue—Film Short
12:00 4 INS Newsreel—Ulmer Turner
5 Meet Mintz—Herbie Mintz
9 Chicago Calendar—Brickhouse
12:15 4 For Ladies Only—Variety
5 Newsroom—Late Information
12:30 4 Cooking Is Fun—Tina Redmond
5 Panorama Shop—Luckey North
1:00 4 Bill Evans Show—Variety
5 "Dixie Jamboree"—Feature
Film with Frances Langford
7 Housewives' Holiday
9 Open House—F. Masters
2:00 4 Let's Have Fun—Hank Grant mc
5 Ransom Sherman Show
9 Stop The Record—Musical Quiz
2:30 5 Bert Parks Show—Musical
9 Telephone Game—Quiz
3:00 4 Homemakers' Exchange
5 Kate Smith Hour—Musical
9 Television Matinee—Film
3:30 4 Vanity Fair—Dorothy Doan
4:00 4 Lucky Pup—Doris Brown mc
5 NBC Comics—Four Serials
7 Lois And Looey—Cartoons
4:15 4 Funny Bunnies—Cartoon
5 Panhandle Pete And Jennifer
7 Space Patrol—Adventure Tale
4:20 4 TV Billboard—Ticker Tape
4:30 4 Comic Capers—Puppets
5 Howdy Doody Show—Bob Smith
7 Sagebrush Theater—Western
"Tumbleweed Trail" II
9 Foto Test—Quiz, Danny O'Neil
4:45 4 Multiscope News—Ticker Tape
5:00 5 Cactus Jim—Western Feature
7 Mary Hartline Show—Games
9 Small Fry Club—Bob Emery
5:15 4 Window Shopping—Commercial
7 Sandy Strong—Puppet Show
5:30 4 Wrangler's Club—Western Film
5 Crusader Rabbit—Cartoon
7 Adventure Time—Serial Film
9 Fairteen Club—Variety
(see page 37)
5:35 5 Clifton Utley—News
5:45 4 Tom Corbet Space Cadet
5 Weatherman—Clint Youle

**7 Uncle Mistletoe**
Obediah Pig and Humphrey Mouse call for help in this tale

**5:55 5 Public Life Of Cliff Norton**
Subject: Make A Lettuce Leaf Pillow

**6:00 4 Music Bowl—Danny O'Neil mc**
**5 Kukla, Fran, And Ollie**
**7 War Tonight—News**
**9 Captain Video—Adventures**

**6:05 7 Club Seven—Musical**

**6:15 4 Ulmer Turner—News**

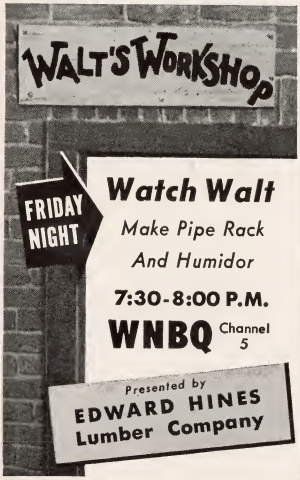
**6:25 7 Nation Tonight—News**

**6:30 4 CBS News—Douglas Edwards**
**5 Showroom—Roberta Quinlan**
Guest: Ted Steele pianist
**7 Life With Linkletter**
(see page 22)
**9 Austin Kiplinger—News**

**6:40 9 Weather News—Frann Weigle**

**6:45 4 Perry Como Show**
Musical with Fontaine Sisters
**5 News Caravan**
**9 Chicagoland Newsreel**

**7:00 4 Mama—Domestic Comedy**
Peggy Wood solves family problems
**5 Quiz Kids**
Joe Kelly quizzes the moppets
**7 Twenty Questions—Quiz**
Animal, vegetable, or mineral quiz with Bill Slater emcee




**9 Talking With Toni**
Toni Rodgers takes you behind scenes to listen to bagpipes of St. Andrews society, Chicago's leading legal lights from "Christmas Spirits of 1950" and Tony Weitzel of Chgo. Daily News

**7:30 4 Man Against Crime**
Ralph Bellamy stars as Mike Barnett

**5 Walt's Workshop**
Mr. Durbahn designs and makes a pipe rack and humidor

**7 National Pro Football**
Highlights on film

**9 Hold That Camera**
Musical with Kyle MacDonnell

**8:00 4 Ford Theater—Drama**
**5 Versa-Tile Varieties**
Bob Russell emcee presents guests Barbara Britton, Saul Graman, Kuda Bux
**7 Pulitzer Prize Playhouse**
"Our Town" by Thornton Wilder starring Edward Arnold, Charles Dingle, Elizabeth Patterson, and Joan Chandler. Life in a small town
**9 Hands Of Mystery—Drama**
"The Most Dangerous Man In The World"

**8:30 5 The Clock—Drama**
"The Old Woman" by Ira Levin
**9 To be announced**

**9:00 4 Star Of The Family—Musical**
Guests: Dick Haymes, Hoosier Hot Shots, Andre' and Bonnie dance team, John Hall, Ken Murray, and Francis Langford
**5 Boxing Bouts**
Ray Famechon vs Archie Devino
**7 Penthouse Party—Musical**
Betty Furness invites you in and presents Buddy Weed Trio, Don Cherry vocalist, guests: Edward Everett Horton and Pat Bright
**9 Cavalcade Of Stars**
Variety with Jackie Gleason emcee
Guests: Mickey Deems and June Taylor Girls

**9:30 4 Hit Spot**
Music from the Tu-Tones and magic sleight-of-hand by Johnny Paul
**7 Studs' Place**
Informal get-together with Studs Terkel, Beverly Younger, pianist Chet Roble and guitarist Win Stracke

**9:45 5 Greatest Fights Of The Century**
Film: Ross-Armstrong bout

**10:00 4 Ernie Simon—Curbstone Cutup**
**5 Weatherman—Clint Youle**
**7 Courtesy Hour**
Musical variety presented by Jim Moran and featuring professional talent

**9 "Black Raven"—Feature Film**
George Zucco and Noel Madison; gangsters invade an inn and mayhem results

# Friday

(Continued)

**10:10** 5 Dorsey Connors Show

**10:15** 4 Wrestling From Hollywood
5 Clifton Utley—News

**10:30** 5 Let's Look At Sports

**10:45** 5 Herbie Mintz Show—Musical

**11:00** 4 Film
5 Broadway Open House—Variety
7 Paul Harvey—News
9 "Murder By Rope"—Film
Feature starring Dorothy Hamilton

**11:10** 7 Flana-Grams—Sports

**11:20** 7 Walter "Fats" Pischon—Musical

**11:25** 4 Tomorrow's Weather

**11:30** 4 Murder Before Midnight—Film
7 Top O' The Weather—Russ Reed

**12:00** 4 INS Newsreel—Ulmer Turner
9 Chicagoland Newsreel

**12:15** 4 "Jack Of Diamonds"—Feature
Film with Nieglel Patricks and Guy Roman in story of a sunken treasure off the coast of France

**1:45** 4 Late War News—Ticker Tape

(Stations reserve the right to change above listings without notice)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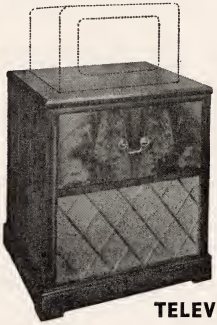

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# Brickhouse, Wilson Still Tops

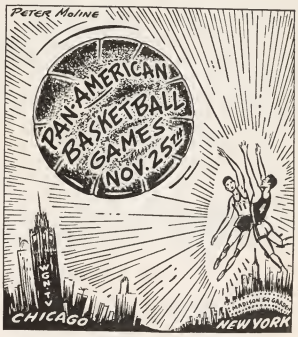
By GEOFFREY HUNTER

There has been a lot of talk, in and out of print, about the "Chicago touch" in video and after listening to some of those eastern announcers try to keep up with the plays in any number of those network games, we feel that Chicagoan viewers are not only missing the best football in the land but also the best play-by-play sports announcers in the business.

We refer, of course, to **Jack Brickhouse** who has made the grade nationally with the All-Star baseball contest and the recent world series, and to **Joe Wilson** whose audience is limited to Illini fans and press freeloaders who must go to the State-Lake or Tivoli theatres and let loose of $1.25 for the big screen deal.

We would like to point out, too, that **Jack Drees** who does the commentary over WENR-TV's "All American Game of the Week," is strictly topnotch talent. Drees, an astronomical physical specimen, is just slightly under **George Mikan's** height. He knows football from 'way back as evidenced by his job of general manager of the now defunct Lon Angeles Dons. You may have heard him on good old plain radio but he has also clicked as a racing announcer from Arlington and Washington Park Jockey Clubs where he calls all the top races of the year. As a racing man, Drees makes **Clem McCarthy** sound absolutely pitiful—which he is. We suppose a lot of people who believe press releases are sold on **Red Barber, Mel Allen** and **Jim Britt**, all of whom are slightly odiferous to this writer. A guy who seems to know what it's all about is a young fellow, name of **Kurt Gowdy**, from Oklahoma who does yeoman service out of Madison Square Garden on the basketball stuff. You can have the boys from down east. We'll take the lads with the "Chicago touch."

*A local wrestling promoter is going to be offering some feminine charmers on his card of three matches out of Hammond, Ind., very soon. It seems the gals (wrestling, that is,) are legal in Indiana and that the Illinois Athletic Commission has nothing to say about anyone's micro-waving distaff bouts to the Chicago area. At this writing, there is a slight lack of sponsor which may keep the event in the Hammond arena.*




We don't know how our readers feel about women knocking each other's noggins off but the sponsor who wants as close to a guaranteed audience as it is possible to have, should have enough brains to grab such a show. **Jim McMillen**, the old Illini football star and wrestler, says people go for wrestling on TV because it is primative.

## Special Offer, 2 Wrestling Ducats For Price Of One

*SORRY, SUBSCRIBERS ONLY: TV Forecast* subscribers are offered this opportunity to see a live wrestling show at Rainbo Arena. Here is all you have to do: tear off the cover or back cover of *TV Forecast* (whichever has the address label) and present it at the ticket window of Rainbow Arena, 4636 N. Clark St., Chicago, Ill. For every $1.50 ticket or $1.00 ticket purchased, your partner is admitted free, paying only the tax. It's two tickets for the price of one with the *TV Forecast* page bearing your address label.

**Cesar Brion (left) irons out last minute details with Louis**

**WBKB TO TELEVISE STADIUM BOUT:**

# Louis On Comeback Trail—Faces Brion

**By ED PAZDUR**

Joe Louis, determined to avenge his wounded pride, disregarded the advice of his closest friends not to fight again and as stockholder and director of the International Boxing club, pressed for and got his fight with South American Cesar Brion Wednesday, Nov. 29 at the Chicago Stadium. The bout will be telecast on WBKB at 9:00 p.m.

We motored to his West Baden, Ind., preliminary training site and found Joe looking fit and trim. Louis has migrated to West Baden before every fight since 1935. He's up at 5 a.m., has a light breakfast of coffee and two eggs before stepping out for road work. Unlike other prelims, Joe has not played golf to condition his legs. He confines his training to road work, long walks, chopping wood, steam baths and plenty of sleep and rest.

Joe put on gloves for the first time last week when he arrived in Chicago for final work-outs at Mid-West gym. In Louis' mind Cesar Brion is the first step toward a rematch with Ezzard Charles. "If I have anything to say about it, I'll fight Charles again here in Chicago. But, first I'll deal with Brion," said Louis.

**In pointing out the poor turn-out for the Charles fight, Joe does not blame TV. "There's no doubt that TV could hurt boxing. It will die on the limb without the support of fans, but TV is not to blame for poor attendance at my Charles fight. It was the location. They had some 80,000 seats to sell in Yankee Stadium. If they held it at the Garden, where it would be indoors, it would have been a sell out.**

"Television makes boxing fans in the home. Smaller clubs will suffer because people will watch them on TV, but, they will turn out to see a championship fight if it's held indoors. Personally, I love TV. I never want to miss Milton Berle, Dave Garroway, or Ed Sullivan."

Joe recalled the thrill of his first professional fight when he collected $52 for his share of the purse. It has been a bruising, long climb to the top, reaching a peak with the first Billy Conn fight in which he drew over $700,000.

"I was lucky," reminisced Joe, "to have a man like Jacobs take me under

his wing. There are plenty of good fighters around but they need a break. My break was Jacobs and my managers, trainers, and promoters. They make champions. They put you in condition and you win.

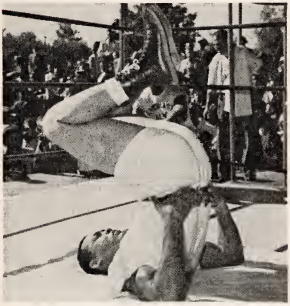
"It's a little easier today for young boxers, thanks to Bishop Sheil's CYO and the Golden Gloves. I admire and appreciate them — they're giving the kids a real chance."

With the tremendous interest and growth of wrestling, we asked Joe if he could defeat the world's wrestling champ if they were matched. "I've refereed wrestling matches and I know the wrestler would win," he replied.

"One hard right by you, and a wrestler would never know what hit him. Only one good smack," we insisted.

"Yeah, that's the catch, you gotta get that one smack in before a wrestler gets a grip on you. A wrestler would win every time. I was approached on such a promotion already and refused. It wouldn't prove anything anyway," said Louis.

The return of Louis to the ring after



**Shaking extra poundage**

many announcements of retirement is twofold. First, Louis is determined to regain his crown, and the IBC put him up as their ace to draw fans through the turnstiles. If Louis fails to draw, the logical conclusion is TV has become too great a threat and must be discontinued. "If Joe fails to attract the fans, then nobody else can," reasons Truman Gibson, head of stadium

**Kibitzing with Sports Editor Ed Pazdur at his West Baden, Ind., training site.**

boxing promotions.

Joe's opponent, 6′ 2″ Cesar Brion, is a young hard puncher out to add a feather in his hat and a possible crack at the world championship with a victory over Louis. Just learning to speak English, the 23-year-old fighter won 32 of his 35 professional fights, 17 via the knockout route.

Cesar is one of a family of eight (he has six brothers). He makes his home in the industrial city of Cordova, six miles from Buenos Aires. He quit school at the age of 15 and started fighting as an amateur, modeling his fighting style after his idol—Luis Angel Firpo, who actually started him on his fistic career.

Brion is unmarried and at present still hasn't a steady girl friend although he likes American women. "There's something about American girls that appeals to me," said Brion in broken English, "I especially like Yvonne DeCarlo and Dorothy Lamour."

His best punches are what he calls the left and right cross which floored Reynolds in a sensational bout in Yankee Stadium earlier this year. The South American light heavyweight champion does not plan to leave the U.S. until his ring earnings pay for his brother Victor's education as an engineer and free his family of all financial worries. Eventually he hopes to retire as a farmer working his own land. Louis is the first obstacle that Cesar is out to eliminate toward that goal.

## SECOND ANNUAL AWARDS POLL*

**Sponsored by *TV Forecast* Magazine**

These are my favorites:

| | |
|---|---|
| AUDIENCE PARTICIPATION | QUIZ PANEL |
| CHILDREN'S PROGRAM | SPORTS COMMENTARY |
| CONCERT MUSIC | SPORTS EVENTS |
| FORUM & DISCUSSION | EDUCATIONAL |
| GENERAL DRAMA | VARIETY COMEDY |
| HOW TO DO | SOAP OPERA |
| INTERVIEW | WESTERN |
| MYSTERY DRAMA | WOMEN'S DAYTIME PROGRAM |
| NEWS | BEST NEW SHOW |
| POPULAR & DANCE MUSIC | WORST PROGRAM OF THE YEAR |
| QUIZ GIVE AWAY | |

***Tear out this ballot and mail to Contest Editor no later than December 25, 1950***

**TV Forecast,** 185 North Wabash, Chicago 1, Ill.

**PLEASE DO NOT USE SUBSCRIPTION ENVELOPES**

*Copyrighted 1950

11/25

## Letters to Editor

*(Continued from page 3)*

Sir:

Simply Simon was simply clever last Thursday. . . .

Chicago, Ill. DOTTIE PINKERTON

Sir:

From what booby-hatch do you get your local talent? Those pseudo-Englishmen were preposterous.

Chicago, Ill. D. POLASIK

Sir:

Would like to see some of the old Cary Grant comedy films. . . .

Chicago, Ill. MRS. C. DEL PRIORE

Sir:

If I ever intended to buy a Studebaker, the program they sponsor surely would have changed my mind. Their lengthy commercials are the most boring I have ever seen. Can't they film a new movie.

Chicago, Ill. LENORE


**FOR TOPS IN TV ENJOYMENT**

*Norma Kassel, director of the Fairteen Club, recently presented Mimi King (right) with first award in the Top Teen Talent of 1950 contest, as Ann Carter and George Stansbury Jr., second and third place winners looked on. The show is co-sponsored by the Fair store and Pepsi-Cola and is produced by Larry Kurtze's Service Unlimited.*

## Breezy's TV Manners OK—And He Knows It

Lately the Comic Capers television gang has had the problem of keeping down the head size of one of its members, namely Breezy. It seems that a distant relative of Breezy's, known as Sweet William of the Lincoln Park Zoo, was indiscreet during a guest television appearance. Breezy has been performing on WBKB every week day afternoon for many months and has always been a shining example of good behavior.

Instead of feeling shame because of his relative's behavior, Breezy has been flaunting his knowledge of proper TV decorum. Don and Vera Ward, who share the Comic Capers spotlight with Breezy and his friends, have tried to explain to Breezy that Captain Crusty, Clementine Crane, and the others of the troupe, have an equally broad knowledge of etiquette, but Breezy insists on basking in the glory of being better behaved than Sweet William.

You can view for yourself, the remarkable manners of Breezy and his gang, on WBKB, Monday through Friday, at 4:30.

## Win Free Tickets To:

**BOXING:** Pair of reserved ringside seats to Chicago Stadium boxing featuring another top card on Dec. 13, 1950. Two winners will be selected from letters judged most sincere telling "why I'd like to see Chicago Stadium Boxing." Deadline: Wednesday, Nov. 29. Write: Sports Editor. *TV Forecast*, 185 N. Wabash, Chicago.

**FOOTBALL:** An autographed football and **reserved box seats** to Bears-Cardinals game, Dec. 3, or Bears-Lions game Dec. 10, 1950. Each week *TV Forecast* will award an autographed football by the entire Bear or Cardinal squad to the lucky fan submitting the best letter explaining why "there should or should not be a TV ban against football." Weekly winners compete for box seats. Deadline for this week: Wednesday, Nov. 29, 1950. Write: Sports Editor, *TV Forecast*, 185 N. Wabash, Chicago.

**RAINBO WRESTLING:** Ten pair of tickets (one pair per letter) are awarded readers each week for the best letter on the following subject—**"I would like to see a live wrestling show because . . ."**

Tickets are made available by exclusive arrangement with publishers of *TV Forecast* and Promoter Ray Fabiani. Deadline for this week: Wednesday, Nov. 29, 1950. Write: Sports Editor, *TV Forecast*, 185 N. Wabash, Chicago.

Each letter must enclose the following coupon. One coupon good for one or all three contests enclosed in one letter.

**TV FORECAST ENTRY BLANK**

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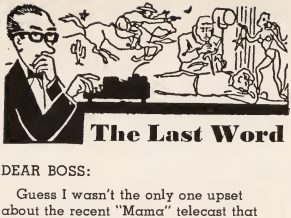

## The Last Word

DEAR BOSS:

Guess I wasn't the only one upset about the recent "Mama" telecast that suddenly turned into a "Lights Out" type of drama.

Thanks for forwarding some of the mail on the subject. In particular I was interested in the letters from John Stering of Glencoe, and Mrs. J. Skarda of Naperville. Both of them, like hundreds of viewers, were shocked with the switch from family entertainment to strictly adult television.

Says Mr. Stering—"What started out in my house as one of our usual Fridays with 'Mama' turned out to be a session with horror. I was so furious that I would have done violence to the person responsible for the program had I been able to lay hands on him.

"I only hope that every family will write letters of protest to the station as I did. If they do not I shall be still more disillusioned in the parents of our country for not caring more about what goes on in this potentially fine medium which seems to be increasingly prostituted to all that is base and rotten."

Mrs. Skarda felt the same way, and asked "What is wrong with the real-life stories that whole family has enjoyed up to now? Please leave the maniacs to the mystery shows."

Whoever the responsible party was at CBS-TV, fans gave him a good scorching, and one well deserved. Martin Kane has no right to break in on Kukla & Ollie's audience anymore than we would want to see Howdy Doody tell blue jokes in the Chez Paree.

Now and then your critic gets fighting mad about these violations and oftentimes wonders if he is alone. The bag of mail received on this last video boner is answer enough. TV, as in politics, can be shaped by an interested public and yet be of service to all, viewers, stations, and sponsors.

CHUB McCARTHY


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*berwyn, ill.*

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*gary, ind. and vicinity*

TV LAB'S
572 Washington St. Gary 9179


## TV Problem Panel Offers Service To All

Readers of this magazine who have problems, or know problem cases that need professional assistance, are invited to submit them to the Komiss company television show, "Your Problem Panel," aired each Monday on WGN-TV.

All letters will be held in the strictest of confidence. Persons seeking counsel should include name, address and phone number. If selected for the program, each person will be masked to protect identity, and only initials will be used.

*Write TV Forecast, Problem Editor, 185 N. Wabash, Chicago 1. All letters will be directed to the producers of "Your Problem Panel" and will not be read by employees of this publication.*

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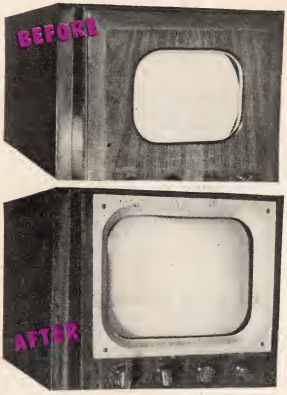


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